



July 2019

Dear Candidate

Thank you for your interest in the post of **Marketing and Communications Adviser** at St Katherine's School.

St Katherine's is an exciting and rewarding place to work where staff work hard to give students rich opportunities to learn, both inside and outside the classroom. We have a positive attitude to what we can achieve and we work with a can-do approach. You will find that our values run deep and are represented throughout our work with our young people - see our [website](#). We work tirelessly to educate young people for academic success and for life.

If you apply for this post, you will be joining a team that is deeply committed to young people, that believes there are no limits to what a young person can achieve. You join a team who are engaged in their own learning and continually strive to develop their own practice and share with each other to improve our collective impact on young people.

St Katherine's School is part of Cathedral Schools Trust. We are situated on the edge of Bristol in a beautiful rural environment. The majority of our students live in Bristol and due to the easy transport links, make a positive choice to travel out of the city each day to enjoy the wealth of opportunities that St Katherine's has to offer.

Further information about the school, the post can be found on the school [website](#) Please include with your application a supporting letter explaining why you have chosen to apply for the post. This should highlight the skills, qualities and experience you would bring to the post and how these would benefit our school. (No more than two sides of A4 please).

The closing date for receipt of completed applications is **midnight 14 July 2019**. Interviews will be held during w/c 15 July 2019.

St Katherine's is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The post is subject to DBS Barred list and Enhanced Disclosure checks.

I look forward to reading your application.

**Justin Humphreys**  
**Headteacher**



## **St Katherine's School**

### **Marketing and Communications Adviser**

Part time, **12 hours** per week, term time (including 5 INSET days) plus 5 days in the summer break to meet the needs of the school

Salary: £6887 - £7639 pa

This is a diverse and challenging role working closely with the Leadership Team to support the school marketing plan for continued growth and success.

The successful candidate must be able to demonstrate experience and expertise in communications and marketing strategies, including digital media and social networking platforms.

Excellent organisational, communication, interpersonal and creative skills are essential to ensure effective media communications and undertake market research with parents and other key stakeholders.

Attendance at some evening/out of hours school events e.g. open evenings required.

St Katherine's is a vibrant, medium sized 11 – 19 mixed comprehensive school and part of Cathedral Schools Trust. We are situated on the edge of Bristol in a beautiful rural setting. The majority of our students live in Bristol and due to the easy transport links, make a positive choice to travel out of the city each day to enjoy the wealth of opportunities that St Katherine's has to offer. All at St Katherine's believe that there are no limits to what a young person can achieve. Through focusing on high quality learning and teaching we work tirelessly to educate young people for academic success and life.

Further information about the school and the post can be found on the school [website](#)

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**Closing Date: Midnight 14 July 2019**

**Interview date: during w/c 15 July 2019**



## **St Katherine's School Job Description**

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**Job Title: Marketing & Communications Adviser**

**Grade: JG 6**

**Hours: 12 hours per week, term time (including 5 INSET days) plus 5 days in the summer break to meet the needs of the school).**

**Reports to: Headteacher**

#### **1. JOB PURPOSE**

- Working under the direction of the Headteacher the Marketing and Communications Adviser will be accountable for the implementation of the School Strategic Marketing Plan, in conjunction with the Leadership Team and Governors.
- Coordinate all marketing and communications work ensuring that regular feedback is given to the Governors and Leadership Team regarding how the marketing budget is being spent and the measurable correlation between the school's Strategic Marketing Plan and the impact on student recruitment/retention.
- To be responsible for the coordination of all media, press, communications and public relations, including digital media and social networking platforms, which raises and supports the profile of the whole school in an effective and positive manner and enhances its reputation within the local and wider community.
- To evaluate customer research, market conditions and competitor data and give regular feedback to the Leadership Team and present to Governors.
- Support the development of the school's PR/Communication strategy.

#### **2. Key Responsibilities**

- a) Promote and publicise the aims and strengths of the whole school and raise the profile of the school within the local and wider community including digital media and social networking platforms.
- b) Under the direction of the Headteacher work with the Leadership Team and Governors to review and implement the Marketing Plan for the school including pro-active PR/Communications strategies.
- c) Work to maximise student recruitment/retention by providing the necessary marketing input to support the Operations Manager's planning, organisation and administration of school events such as prospective parent Open Evening/Days, Awards Evenings, Charity Days, concerts and performances.
- d) Secure sponsorship through local businesses for prizes and awards.

- e) Produce and place student recruitment based advertising, targeting communication for maximum impact to attract and recruit new students.
- f) Liaise and build positive relationships with the local press and media to ensure that good news stories and the school's achievements/successes are well publicised.
- g) Promote the school to primary schools (feeder and other identified potential sources of student recruitment) and coordinate promotional activities and events within school/outreach activities as appropriate.
- h) Organise and evaluate customer research and use information to contribute to developing new strategies for student recruitment.
- i) Working with the Operations Manager, develop and coordinate promotional materials and photographs for school prospectus/ website/open evenings, in line with the corporate identity of the school. Support the production of the school prospectus.
- j) Create and produce promotional posters/displays for school events and departments as appropriate. Source and negotiate price, liaise with printers and place bookings with publishers. Negotiate pricing and be responsible for press coverage for the school directly with media personnel, venue managers, publicity and printing agencies, website providers, graphic designers, local businesses and the community.
- k) Research and analyse other approaches to publicity and marketing by other schools and academies and advise on appropriate strategies.
- l) Develop a databank of information about the school including permissions for photographs/images which can be used for future marketing opportunities and on the website.
- m) Actively promote transport options to parents.
- n) In conjunction with the Headteacher , manage the Marketing budget to ensure accurate allocation of resources to meet the school Marketing Plan.

### **General Responsibilities**

- Complete any associated administration to support the key responsibilities of the role.
- Any other duties, directed by the line manager, which are commensurate with the grade of the post to support the operational activities of the St Katherine's School.
- Take an active role in supporting and developing a culture of team working for the benefit of students. Participate in staff meetings and contribute to the development of policies and procedures for own continuing professional development.
- Work effectively with teachers, support staff and other professionals, applying own strengths and expertise to contribute positively to the overall aims and objectives of the school. Provide effective support for all other members of the school staff by sharing own knowledge and expertise in a professional and constructive manner.

- Develop and maintain effectiveness as a member of the school staff by taking responsibility for own continuing professional development. Demonstrate a willingness to engage with further training and other opportunities to gain appropriate skills, knowledge and vocational or academic qualifications.

**Special notes and conditions:**

The post holder is subject to the provisions of all child protection/safeguarding legislation, and Trust policies governing staff who work with children and vulnerable adults.

The post holder may be required to have some flexibility with working hours to attend meeting beyond the school day/evenings.

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**Marketing and Communication Adviser  
Person Specification**

<b>PERSON SPECIFICATION</b>		
<b>ASSESSMENT CRITERIA</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>FORMAL QUALIFICATIONS</b>	<p>Maths &amp; English at Level 2 NVQ, or equivalent, to demonstrate the capacity to assimilate knowledge and manage complex processes.</p> <p>NVQ Level 3 or equivalent in a relevant subject</p>	Degree/equivalent/professional qualification in Marketing/journalism/PR/Business or other relevant subject
<b>WORK RELATED EXPERIENCE AND ASSOCIATED VOCATIONAL TRAINING</b>	<p>Practical experience in Marketing/journalism/PR/Business</p> <p>Experience of tactical marketing and promotion</p> <p>Experience of dealing with the public</p> <p>Commercial experience</p> <p>Experience of organising events</p> <p>Developing and implementing a strategic Marketing plan</p>	

	<p>Strong organisational skills to prioritise work and meet deadlines</p> <p>Data entry and manipulation</p>	
<b>OTHER RELEVANT EXPERIENCE</b>		
<b>SPECIALIST KNOWLEDGE</b>	Working knowledge/understanding of Data Protection regulations	
<b>JOB RELATED SKILLS</b>	<p>Computer literate</p> <p>Good customer care skills</p> <p>Creative</p>	
<b>PERSONAL SKILLS</b>	<p>Ability to work within a team</p> <p>Excellent communication and interpersonal skills/Excellent people skills with the ability to influence, persuade and build relationships across a varied stakeholder group</p> <p>Excellent time management and multi-tasking skills</p> <p>An ability to work under pressure often to tight deadlines</p> <p>Accuracy and attention to detail</p> <p>Presentation skills</p> <p>Integrity</p> <p>A high level of tact and confidentiality</p> <p>Ingenuity/self-motivated/innovative</p>	
<b>SPECIAL WORKING CONDITIONS</b>	Enhanced DBS/Barred list clearance	

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